# ROTARY NEW YEAR CHECK LIST

## WEBSITE AUDIT

- Identify your Club Admin (*Recommend having a back-up admin)
- Review Club logo .. Is it correct?
- Add/update Speakers and Events
- Add fresh content to your home page – recap of an event, headline story

**Madison Rotary**

## SOCIAL MEDIA AUDIT

- Review your profile photo and cover photo (are you using a Club Masterbrand logo?)
- Know your ADMINS and have multiple members assigned
- Check your ABOUT US page for accuracy
- MAKE SURE you are a public page and not a closed group
- Commit to posting weekly content about your Club
- Use a "Call To Action" when posting
- Ask your Club members to go to your club page and "like" it
- Help your members understand the importance of interacting with your Club's content
- Use you TAGS (@business people/pages/partners)
- Use Hashtags #District5610 #PeopleOfAction

- Like
- Comment
- Share
- Check-in

## PRINTED & OTHER CONSIDERATIONS

- Membership Brochure
- Rack Card
- Email Signatures
- Rotary Banners

## HOW TO PROMOTE YOUR CLUB

- Use the SUBMIT YOUR STORY/EVENT button to get published in District Newsletter, online calendar and social media
- Use SUBMIT YOUR NEW MEMBER button for District promotion of your new member
- NEED HELP? Email pblankenzee@ca.rr.com

**Rotary District 5610**